

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Kleiman Pump and Well Drilling Inc

Michigan Manufacturing Technology Center

Kleiman Pump & Well Drilling, Inc. Sharpens Market Focus

Client Profile:

Kleiman Pump & Well Drilling, Inc., established in 1946, manufactures and remanufactures pumps used in their well drilling operations. The company provides well drilling services, pump installation, service and repair, custom designed pumping systems, specialized drilling, geothermal services, well abandonment and real estate well inspections. Kleiman targets four key industry sectors: residential, municipal, industrial and irrigation. The company employs 20 people at its facility in Iron Mountain, Michigan.

Situation:

Kleiman recognized the need to continue working on his business to ensure continued sustainability in today's economy. The company turned to Northern Initiatives (NI), a partner of the Michigan Manufacturing Technology Center, a NIST MEP network affiliate, for help with strategic planning.

Solution:

NI's consulting team introduced an action oriented strategic planning process and helped develop market strategies to support the diversification of Kleiman's product line, positioning them for continued success and growth. The plan included a mission statement, a renewed company vision and a deep evaluation of key business opportunities. NI's help in implementation of the strategic plan resulted in improved communication and teamwork, improved process efficiencies, and most importantly, the diversification of their existing product line which now includes geothermal technologies. The new product line has enabled Kleiman to expand market share and stabilize cash flows.

Results:

- * Increased sales by \$280,000.
- * Reduced seasonality of revenue.
- * Reduced employee turnover.

Testimonial:

"With the help of NI, we were able to corporately focus on where we were and where we wanted to go in the future. This was something we never would have done on our own. We have pursued new business opportunities which has led to an increase in the company's overall sales and helped us increase our workload."

Erik Kleiman, Vice President